

REP HEADLINE# 6351189  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
SEP27/12 09.33  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME FOLI/M ROMNEY/R/PRE/US REP. # OFF. # SALESMAN #

AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)

BEVERLY, MA 01915

ORDER # CONTRACT # 6351189 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#419 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT2/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP27/12 09.33

REP: NEW ORDER  
TTL \$57,000 @31X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROMNEY FOR PRESIDENT, INC.

440: 41400

2012

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 419

1			600A-700A	60		\$1,400.00	9/28	9/28	1		FRI	1
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PROGRAM : 6A NEWS  
CON COM1: 6A NEWS

2			600A-700A	60		\$1,400.00	10/2	10/2	1		TUE	1
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PROGRAM : 6A NEWS  
CON COM1: 6A NEWS

3			700A-900A	60		\$1,800.00	9/28	9/28	2		FRI	2
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PROGRAM : TODAY SHOW  
CON COM1: TODAY SHOW

9/28/12 FCC (23)

REP HEADLINE# 6351189  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP27/12 09.33  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	60		\$1,800.00	10/1	10/2	4		M-TU	4
5			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	60		\$1,100.00	10/1	10/2	4		M-TU	4
6			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	60		\$1,100.00	9/28	9/28	1		FRI	1
7			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	60		\$1,800.00	10/1	10/2	2		M-TU	2
8			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	60		\$1,800.00	9/28	9/28	1		FRI	1
9			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	60		\$1,800.00	9/28	9/28	1		FRI	1
10			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	60		\$1,800.00	10/1	10/2	2		M-TU	2
11			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	60		\$2,400.00	9/28	9/28	1		FRI	1
12			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	60		\$2,400.00	10/1	10/2	2		M-TU	2

REP HEADLINE# 0351189  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9389 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP27/12 09.33  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			700P-730P	60		\$2,000.00	9/28	9/28	1		FRI	1
PROGRAM : ENT TONIGHT 30 NEWS												
CON COM1: ENT TONIGHT 30												
14			700P-730P	60		\$2,000.00	10/1	10/1	1		MON	1
PROGRAM : ENT TONIGHT 30 NEWS												
CON COM1: ENT TONIGHT 30												
15			730P-800P	60		\$2,000.00	10/2	10/2	1		TUE	1
PROGRAM : EXTRA ET												
CON COM1: EXTRA ET												
16			1100P-1130P	60		\$2,500.00	10/1	10/1	1		MON	1
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
17			1100P-1130P	60		\$2,500.00	9/28	9/28	1		FRI	1
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
18			600P-630P	60		\$1,400.00	9/29	9/29	1		SAT	1
PROGRAM : SAT 6P NEWS												
CON COM1: SAT 6P NEWS												
19			600P-630P	60		\$1,500.00	9/30	9/30	2		SUN	2
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
20			1130P-1200M	60		\$2,500.00	9/30	9/30	1		SUN	1
PROGRAM : SUN 1130P NEWS												
CON COM1: SUN 1130P NEWS												
SEP/12	23500.00	OCT/12	31500.00									
CONTRACT TOTAL												55000.00
TOTAL SPOTS												31

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REP HEADLINE# 6351189  
 \*\*\* ORIGINAL REV#0 \*\*\*

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP27/12 09.33  
 \*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

MARKET TOTALS \$261,904 WFLA 21% WFTS 22% WTSP 27% WTVT 17% WTOG 1% WTTA 0% WMOR 2%  
 SHARES ESTIMATED WMOX 0% WXPX 0% WWSB 10% CABL 0%  
 SVC- NSI  
 DEMOS- RA35+\*

REP HEADLINE# 6351189  
 \*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP27/12 09.36  
 \*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME FOLI/M ROMNEY/K/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

AGY # \_\_\_\_\_ AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)

BEVERLY, MA 01915

ORDER # \_\_\_\_\_ CONTRACT # 6351189 CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_

PRDCT ROMNEY \*60'S\* EST#419 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT2/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP27/12 09.36

REF: REVISION  
 UPDATED PRODUCT ON HDLN TO READ ROMNEY 60'S  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ROMNEY FOR PRESIDENT, INC.

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

AGENCY ADVERTISER CODE = \_\_\_\_\_ AGENCY EST# = 419  
 AGENCY PRODUCT CODE = \_\_\_\_\_

NO BUYS TO PRINT

SEP/12 23500.00 OCT/12 31500.00 CONTRACT TOTAL 55000.00  
 TOTAL SPOTS 31

REP HEADLINE# 6351189  
 \*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

MARKET TOTALS \$261,904 WFLA 21% WFTS 22% WTSP 27% WTVT 17% WTOG 1% WTTA 0% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 10% CABL 0%

SHARES ESTIMATED  
 SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 791 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	51100	Campaign Ref:	E 063511890
Buyer:	US	Client/Product/Estimate:	/ / 419	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06351189
Est./PO Number:	06351189	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney *60s*	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/24	10/01	Total	Cost
1	M-F 6a News ...F..	03	1400	60 Comme	Nbr of Spots	1		1	1400
2	M-F 7a Today Show ...F..	03	1800	60 Comme	Nbr of Spots	2		2	3600
3	M-F 7a Today Show MT.....	03	1800	60 Comme	Nbr of Spots		4	4	7200
4	M-F 9a Today Show II MT.....	03	1100	60 Comme	Nbr of Spots		3	3	3300
5	M-F 9a Today Show II ...F..	03	1100	60 Comme	Open Pre-Empted		-1	-1	-1100
6	M-F 5p News MT.....	03	1800	60 Comme	Nbr of Spots		2	2	3600
7	M-F 5p News ...F..	03	1800	60 Comme	Nbr of Spots	1		1	1800
8	M-F 530p News	03	1800	60	Nbr of Spots	1		1	1800
Weekly Totals:					Total Spots(Ord Spots)	12	17	29	
Open PR							-1	-1	-1100

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 791 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 51100	Campaign Ref: E:063511890
Buyer: US	Client/Product/Estimate: / / 419	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06351189
Est./PO Number: 06351189	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
9	M-F 530p News MT....	03	1800	60 Comme		2	2	3600
10	M-F 6p News ...F..	03	2400	60 Comme	1		1	2400
11	M-F 6p News MT....	03	2400	60 Comme		2	2	4800
12	M-F 7p News ...F..	03	2000	60 Comme	1		1	2000
13	M-F 7p News M....	03	2000	60 Comme		1	1	2000
14	M-F 730p Entertainment Tonight T....	03	2000	60 Comme		1	1	2000
15	M-Su 11p News M....	03	2500	60 Comme		1	1	2500
16	M-Su 11p News ...F..	03	2500	60 Comme	1		1	2500
17	Sun 6p News .....S	03	1500	60 Comme	2		2	3000
18	M-Su Late News Late Run ....S	03	2500	60 Comme	1		1	2500
<b>Weekly Totals:</b>					12	17	29	
Total Spots(Ord Spots)					12	17	29	
Open PR					-1	-1	-1	-1100



American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 791 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 51100	Campaign Ref: E 063511890
Buyer: US	Client/Product/Estimate: / / 419	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06351189
Est./PO Number: 06351189	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
Weekly Totals: Total Spots(Ord Spots)								
					12	17	29	
				Open PR	-1	-1	-1	-1100

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
4	M-F 9a Today Show II	1.00 Commercial	10/01/12	Open Pre Emption	1,100.00		0000000000	E 063511890

Grand Totals

		Month 9 Weeks: 5		Month 10 Weeks: 4	
Totals		09/24		10/01	
Spots	29	12		17	
Cost	52200	22100		30100	

Grand Totals: Spots: 29

Gross Total: 51,100.00  
Commission: 7,665.00  
Net Total: 43,435.00



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

134029  
American Rambler Productions  
138 Conant Street  
BEVERLY MA 01915

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Mitt Romney/ R/ President/ U  
PROD: Romney \*60's\*

2012  
INVOICE DATE: 09/30/12  
ORDER TYPE: Political  
WFLA I SS  
E:063511890  
WFLA  
INVOICE NUMBER: 0100032674  
PAGE: 1  
BROADCAST MONTH: 08/27/2012 - 09/30/12  
SCHEDULE DATES: 9/24/12-10/07/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: . / . /419  
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 6a News	1400.00	1 1	9/28	FR	06:40A	01:00 2012MRFP127	1400.00		
M-F 7a Today Show	1800.00	2 2	9/28	FR	08:29A	01:00 2012MRFP127	1800.00		
			9/28	FR	08:39A	01:00 2012MRFP127	1800.00		
M-F 9a Today Show II	1100.00	5 1	9/28	FR	09:29A	01:00 2012MRFP127	1100.00		
M-F 5p News	1800.00	7 1	9/28	FR	05:14P	01:00 2012MRFP127	1800.00		
M-F 530p News	1800.00	8 1	9/28	FR	05:39P	01:00 2012MRFP127	1800.00		
M-F 6p News	2400.00	10 1	9/28	FR	06:17P	01:00 2012MRFP127	2400.00		
M-F 7p News	2000.00	12 1	9/28	FR	07:23P	01:00 2012MRFP127	2000.00		
M-Su 11p News	2500.00	16 1	9/28	FR	11:28P	01:00 2012MRFP127	2500.00		
Sun 6p News	1500.00	17 2	9/30	SU	06:32P	01:00 2012MRFP127	1500.00		
			9/30	SU	06:45P	01:00 2012MRFP127	1500.00		
M-Su Late News Late Run	2500.00	18 1	9/30	SU	12:10A	01:00 2012MRFP127	2500.00		
Total Airtime Gross Spot Revenue:			22,100.00						

Sports  
Overrun

PERIOD COST	22,100.00	12 Total Units		Debits	.00
		ACTUAL GROSS BILLING	22,100.00	Credits	.00
		AGENCY COMMISSION	3,315.00	TOTAL RECONCILING	.00
		NET DUE	18,785.00		

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER: Mitt Romney/ R/ President/ U  
PRODUCT: Romney \*60's\*

INVOICE NUMBER: 0100032674  
BROADCAST MONTH: 08/27/2012 - 09/30/12  
AMOUNT DUE: 18,785.00

REMIT TO:

\*00199  
000134029  
American Rambler Productions  
138 Conant Street  
BEVERLY MA 01915

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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